

B&W 4Q Multibrand

Self-mailer

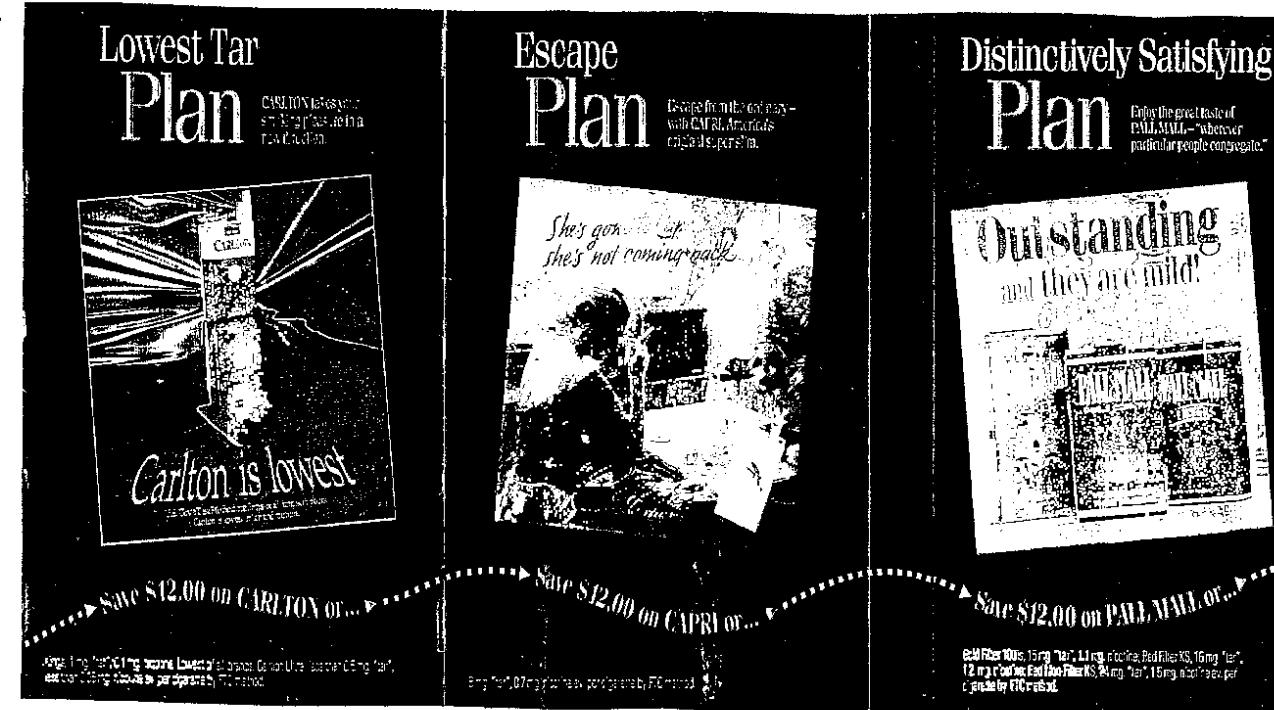
Format:

7-panel rolling
gatefold

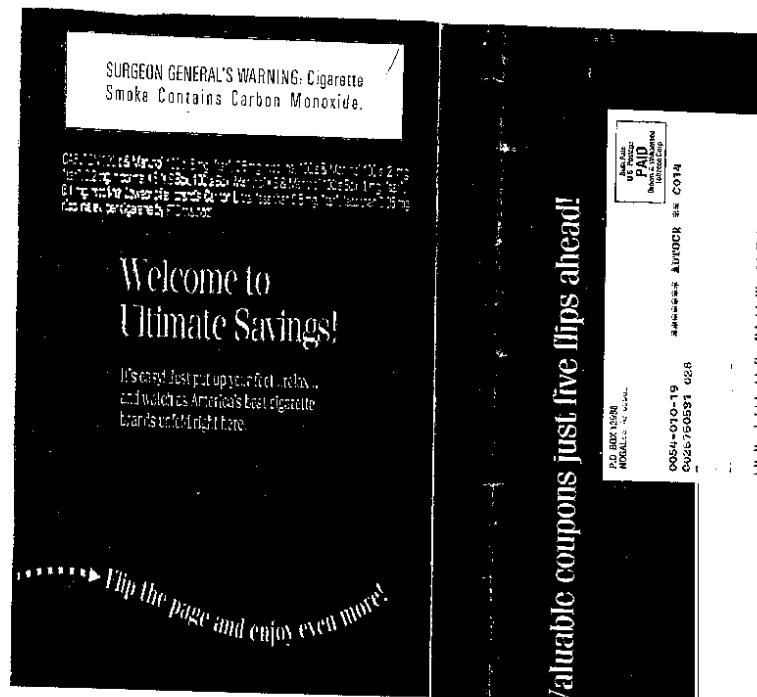
Color copy is reduced.

Original folded size

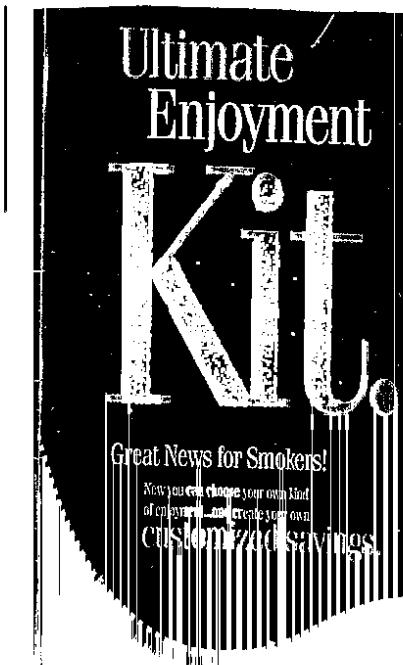
5 $\frac{1}{4}$ " x 7 $\frac{1}{2}$ "



inside
panels

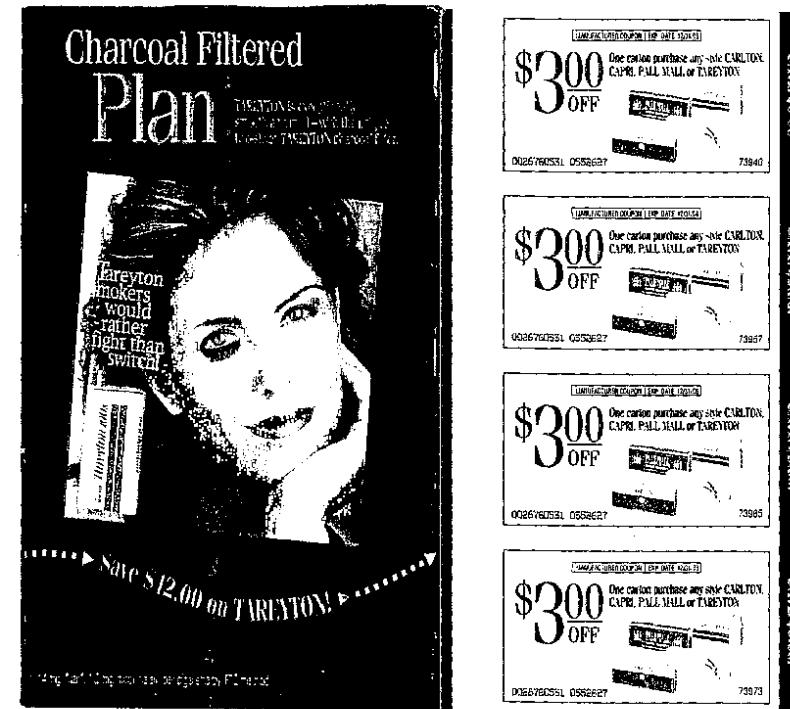


outside
panels

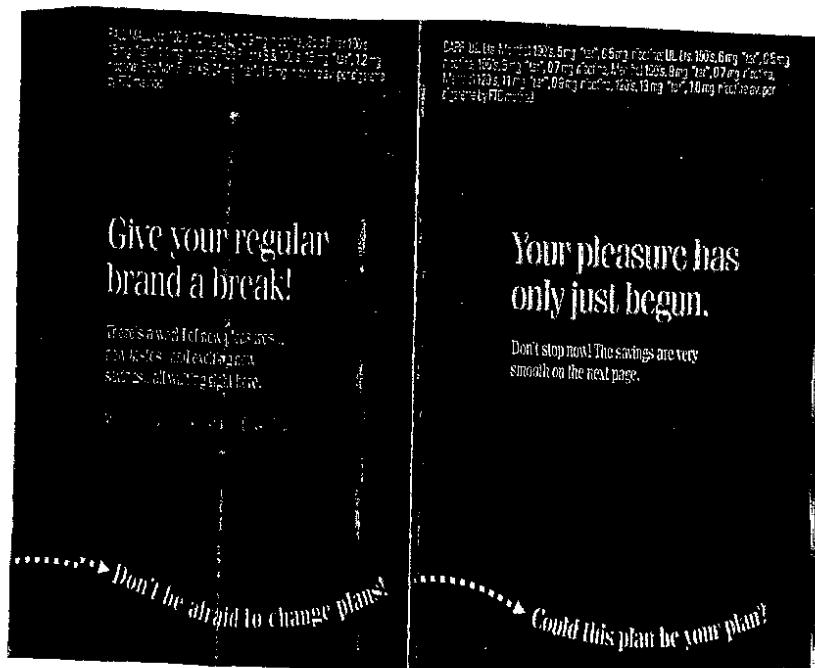


page one

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inside
panels
(cont/d)



outside
panels
(cont/d)

page two

MANUFACTURED COUPON EXP. DATE 12/94
\$200
OFF

One carton purchase
any style MISTY or VICEROY

0025760531 0552627

MANUFACTURED COUPON EXP. DATE 12/94
\$200
OFF

One carton purchase
any style MISTY or VICEROY

0025760531 0552627

MANUFACTURED COUPON EXP. DATE 12/94
\$200
OFF

One carton purchase
any style MISTY or VICEROY

0025760531 0552627

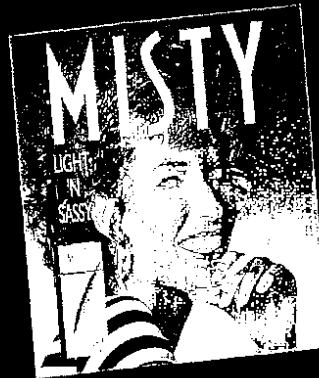
MANUFACTURED COUPON EXP. DATE 12/94
20¢
OFF

One pack purchase
any style MISTY or VICEROY

0025760531 0552627

Light Price Plan

MISTY is the most stylish way to
save—with extra low price
every day!

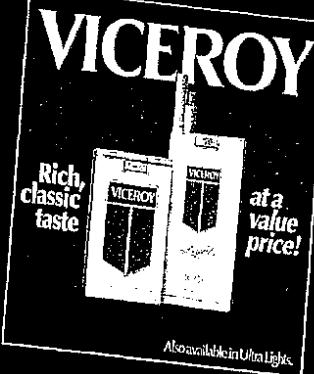


Extreme Savings on MISTY or VICEROY!

MISTY 100s: 9mg "tar", .08 mg nicotine; VICEROY 100s: 5mg "tar", .05 mg nicotine.
VICEROY Lights: 10mg "tar", .09 mg nicotine; VICEROY Ultra Lights: 5mg "tar", .05 mg nicotine.
VICEROY 100s: 10mg "tar", .05 mg nicotine; VICEROY Lights: 10mg "tar", .07 mg nicotine.
VICEROY Ultra Lights: 10mg "tar", .05 mg nicotine; VICEROY Filtered Lights: 10mg "tar", .07 mg nicotine.

Everyday Low Price Plan

VICEROY saves you money
day in and out—and with
Extreme Savings Coupons,
you save even more!



Also available in Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Congratulations!
You've found two
sets of savings!

Look closely at the coupons right here.
There's a BONUS set of Extreme Savings
Coupons...to save big on the best-tasting
Value Brands made!

Just turn the page for the details.

Plan on Extreme Savings soon!

We want to
hear from you!

If you can't find the brand and style of
your choice at your favorite store...or
if you have any questions or comments...
please call us at 1-800-331-5211.

Flip the page for a new savings plan!

Give your regular
brand a break!

There's a world of new pleasures...
new tastes...and exciting new
savings...all waiting right here.

Valuable coupons by the thousands!

Don't be afraid to change plans!

age + time

inside
panels
(cont/d)

outside
panels
(cont/d)

2071440221